

# 2011

## Kentucky State Fair Daily Schedule Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and \_\_\_\_\_ for the 2011 Kentucky State Fair Daily Schedule. The Kentucky State Fair reserves the right to reject any ad copy which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be notified promptly. **The 107th Kentucky State Fair will be held August 18-28, 2011.**

### AD SPACE RATES

AD SIZE:	DIMENSIONS:	4-COLOR:	B&W:
Outside back cover	5-3/4" x 9-3/4"	\$3,500.00	N/A
Inside back cover	5-3/4" x 9-3/4"	\$2,500.00	\$2,250.00
Inside front facing	5-3/4" x 9-3/4"	\$2,500.00	N/A
Full page	5-3/4" x 9-3/4"	\$2,250.00	\$1,750.00
Half page	5-3/4" x 4-3/4"	\$1,300.00	\$1,000.00
Quarter page	2-7/8" x 4-3/4"	N/A	\$600.00
Business Card	3" x 2"	N/A	\$300.00

DISCOUNTS: Kentucky State Fair EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed.

**RATES:** All rates are net. Pricing is based on a completed ad that is supplied to the Kentucky State Fair on a CD or via e-mail. See "Additional Charges" (listed below) for other fees that may apply.

**SUBMISSION:** **ALL ADS MUST BE PROVIDED DIGITALLY.** Ads may be e-mailed or supplied on a CD.  
*Note: Please comply with the attached Advertising Checklist when completing your ad.*

**ADDITIONAL CHARGES:** Set-up charges will be added to any ad requiring typesetting, layout or design: \$200 for a full-page ad, \$100 for a half-page ad, \$50 for a quarter-page ad and \$35 for a business card. These same set-up charges will also be billed for **any** advertiser-initiated revisions, or for any revisions needed to correct improperly supplied art.

**DEADLINES:** **July 11, 2011** Deadline for space reservations.  
**July 15, 2011** Deadline for advertising materials requiring any set-up or revisions.  
**July 22, 2011** Deadline for camera-ready art.

**PAYMENT:** Ad Size: \_\_\_\_\_ & Cost \$ \_\_\_\_\_  
 Additional Charges: \_\_\_\_\_ Set-up + \$ \_\_\_\_\_ (if applicable)  
 Exhibitor (10%) or Sponsor (25%) Discount - \$ \_\_\_\_\_ (if applicable)  
**TOTAL \$ \_\_\_\_\_**

Check enclosed (payable to Kentucky State Fair)       To be billed with tearsheet

A ten percent (10%) late charge per month on the unpaid balance will be imposed on any account not paid in full within 30 days of invoice.

### PLEASE PRINT AND COMPLETE IN FULL:

Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

(SIGNATURE AND DATE REQUIRED FOR CONTRACT TO BE CONSIDERED VALID.)

**Please send original copy of this agreement along with advertising materials to:**

Sandra Kendall / Kentucky State Fair – Media Department / P. O. Box 37130 / Louisville, KY 40233-7130

Street address: 937 Phillips Lane, Louisville, KY 40209  
E-mail: skendall@ksfb.ky.gov

Phone: (502) 367-5185 Fax: (502) 367-5189  
Internet address: www.kystatefair.org